

**FEDERAL COMMUNICATIONS COMMISSION
BROADCAST LOCALISM HEARING
MONTEREY, CALIFORNIA
JULY 21, 2004**

**JOSEPH W. HESTON
KSBW-TV, PRESIDENT AND GENERAL MANAGER**

Joseph W. Heston has been the President and General Manager of KSBW television since January 1999, and has been with Hearst-Argyle Television (and The Hearst Corporation) since September 1984. He may be familiar to Central Coast viewers due to his weekly on-camera appearances, presenting the position of the KSBW Editorial Board.

Heston came to KSBW from its sister station, Hearst-owned WTAE-TV in Pittsburgh, Pennsylvania where he was Vice President and Station Manager since 1994. Before that, Heston served in the same capacity for Hearst's Baltimore station, WBAL-TV from 1989 to 1994. For ten years prior to that, Heston worked in program management positions for Hearst stations in both Pittsburgh and Boston. Before joining the Hearst Corporation, he worked with Westinghouse Broadcasting for nine years holding various production positions at WBZ-TV in Boston, KDKA-TV in Pittsburgh, and WJZ-TV in Baltimore, where he began his broadcasting career in 1975.

During his tenure at KSBW-TV, Heston has supervised the construction of a new \$5 million analog broadcast transmitter on Fremont Peak in 2000 to improve reception on the Central Coast. In fall 2002, a \$3 million HDTV transmitter was also installed on Fremont Peak and KSBW became the only television station to simulcast a new high definition signal (KSBW-DT can be seen on channel 10). In February 2003, KSBW became the first Central Coast TV station to be distributed by satellite on DishNet. During Heston's stewardship of KSBW, the station has increased ratings in all time periods. Typically, KSBW now enjoys a 8 to 1 advantage over all competitors during local newscasts. The station's website, theKSBWchannel.com, was launched in June 2001 and is now the most viewed local website on the Central Coast, now averaging over 650,000 page views a month with over 90,000 unique users (double the reported users for any of our region's three daily newspapers).

During his television career, Heston has helped stations garner numerous awards, including sixteen Emmys, four Irises, three Gabriels, and various other honors and nominations. In addition, Heston was chosen by the American government as the sole U.S. representative to the Arab States Broadcast Union Conference in Tunis, Tunisia in October 1987. Two years later, he was also selected by the National Association of Television Program Executives as one of four U.S. broadcasters to participate in an international exchange in London, England.

Heston is a member of the Board of the United Way of Monterey County (created in July 2000 with the historic merger of the United Way of the Salinas Valley and the United Way of the Monterey Peninsula). Most recently, he has overseen KSBW's launch of the early childhood initiative, Success By 6, in conjunction with the United Way of Santa Cruz County and Monterey County. Heston is a member of the Board of Trustees of The York

School. He also serves on the Board of the Monterey Regional Health Development Group. Heston is a member of St. Dunstan's Episcopal Church in Carmel Valley. He is a former Senior Warden there and currently serves as a lay minister and as the Acolyte Master.

Heston, a summa cum laude graduate of Ohio University, is married to the former Elizabeth Ann Hansen. Both are originally from Baltimore, Maryland. They have one son, Joseph J.W. Heston. They reside in Bay Ridge, outside Monterey.